

Request for Proposals Colchester Heritage Project Town of Colchester, Vermont

The Town of Colchester is the second largest municipality in Vermont with a population of approximately 17,100. With many natural attributes, such as 27 miles of shoreline on Lake Champlain and various natural and recreation areas, Colchester is still a small town community with urban problems of pass-through traffic, residential development pressures, and infrastructure strain. The Town has a five-year land use plan in accordance with Vermont State Statute Title 24, Chapter 117 as well as various other short-term plans such as the Public Works Capital Transportation Plan and the Parks & Recreation Capital Plan however the Town is lacking a central community vision and strategic plan which it seeks to rectify through the Colchester Heritage Project. The consultant will work primarily with the Steering Committee as clients but will also be expected to interface with Colchester Town management, community organizations, business owners, and Colchester citizens through public meetings.

Background

The Town is a suburban community with a diverse geographic area, demographic, and competing needs. While considered a fast growing Town for Vermont, the Town's tax base is neither diversified nor robust enough to sustain equal growth in its municipal resources and services. Recent poll results indicate voter dissatisfaction with the tax rate and the need to minimize expenses and budget in a transparent and inclusive manner.

As a result of the lack of a core vision and strategic plan there is little consistency in the overall policy direction of the Town. A recent efficiency study conducted by Evergreen Consulting observed that in discussions with the Select Board, employees, and citizens, most had a different idea of the ideal direction for the Town. In addition, the Town lacks a strong identity since it does not have a community vision to support. By developing a plan to create and validate a community vision, the Town will be able to gather insights from key stakeholders (i.e., Select Board, community members, community organizations, town employees, and citizens) and establish an image that they would like the Town of Colchester to embody.

The community vision should have both a macro-level approach (community-wide) while incorporating micro-level subcomponents (government level). From this community vision, a ten-year town-wide strategy will subsequently be developed to establish priorities for the Town that will confirm the Town's mission, vision, and values as well as assemble goals and priorities for the Town.

Scope of Work

Facilitate the process necessary to provide the Town of Colchester a planning Vision that is accepted by the community at large. This Vision must encompass and include consideration for the Environment, the Economy, Education and Social themes. The Vision must be the starting point for, and the basis of the Strategic planning that will follow. A definition of the lead in to this long-range plan must be documented. A workspace within the Town Offices will be provided for the successful candidate.

Work Tasks

The consultant will:

1. Work with a Steering Committee to design a public outreach campaign that will include public relations, education, outreach and involvement so as to involve a the whole community in the visioning process.
2. Meet with the steering committee to develop outreach materials for this process.
3. Work with the Steering Committee to develop press releases and review and concur with all press releases.
4. Provide the necessary training to all participants and insure all background information is created and available prior to the major 'kickoff'.
5. Direct and / or facilitate all required meetings.
6. Assist in creating all necessary dialogue.
7. Direct the Creation if the Vision's components.
8. Hold action forum groups.
9. Form citizen action meetings.
10. Set up process to monitor action groups and provide process for action feedback to formulate the Vision and Strategic plan.
11. Present the results to Town Management and the community.

Projected Budget

The budget for this project shall not exceed \$25,000. The successful candidate will be expected to participate in developing funding mechanisms with the Steering Committee to implement the vision and strategy when completed.

Selection Process

Proposals will be evaluated base upon how clearly and concisely the consultant will Interpret the project (25%), detail work tasks and products (50%), include a proposed schedule and cost competitive budget (20%), and detail all project staff (5%). Proposals shall provide references and explanations of relevant projects previously conducted. Please submit five paper (not e-mail or fax) copies of your proposal no later than noon on July 23, 2010 to the Colchester Department of Planning and Zoning, P.O. Box 55, Colchester, Vermont 05446. All proposals will be maintained unopened until after the receipt deadline. Viable candidates will be requested to present their proposed outline of the project to the Town Manager, the Director of Planning & Zoning, and the Chair of the Planning Commission prior to selection. A decision will be targeted for and notice provided to responding consultants by August 2, 2010 dependent on scheduling of consultant presentations. However, the Town reserves the right to reissue or revise this proposal if it does not receive bids it finds satisfactory. A contract will be made with the chosen consultant team. The work is to commence by August 17, 2010 with the final report to be completed no later than 6 months from start to completion although it is hoped the final report will be produced sooner. Any questions regarding this project shall be made in writing to the attention of the Director of Planning and Zoning, Sarah Hadd, at the above PO Box or at shadd@colchestervt.gov. All inquiries and responses will be made available to bidders.

General Provisions

The Consultant will report to the Steering Committee. The administrative assistant for the Steering Committee will work with the Town Manager's Office to arrange the public meetings. The Town will make available copies of all relevant studies and standards. All digital data produced as a result of the project shall be provided to the Town on CD/DVD to Town digital specifications. All documents resulting from the process shall be provided to the Town. The Town shall have access to all information collected throughout the process. The project shall result in a documented history of the process, a concise and easily understood report of the findings, and a well articulated public presentation. The Town will be responsible for copying and distributing all materials.